

# BP Educational Consultation

5133 E. Kathleen Road, Scottsdale, Arizona 85254 • phone 602-320-1622 • bpierce.edcon@gmail.com

October 10, 2010

Byron Allen, Chairman & CEO  
Entertainment Studios, Inc.  
9903 Santa Monica Blvd., Suite 418  
Beverly Hills, CA 90212

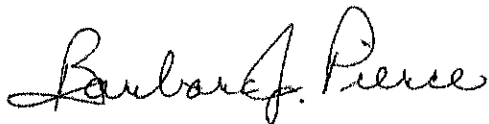
Dear Mr. Allen,

Pets.TV is a television program that provides educational and informational segments exposing the target audience of young viewers to everything Pets. The upbeat contemporary presentation relates the animals to the viewer's lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals answer questions from pet lovers and share personal experiences. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest is entertaining and empowers audiences of all ages to pursue more information and education about everything pets.

Each segment of Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

Based on my extensive experience as an educator and principal in public education, it is my sincere opinion that the series Pets.TV complies with the FCC Children's Television Rules by furthering the educational and informational needs of children 13 years of age and up.

Sincerely,



Barbara J. Pierce, MA Ed.  
Educational Consultant



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Pets.tv

Episode #401A

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Participant: Dr. Mark Miller – Veterinarian at Sweetwater Veterinary Clinic

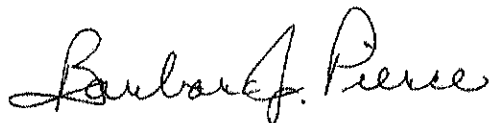
## General Synopsis for Episode #401A

In this episode Pets.tv “Just ASK the Pet Vet” veterinarian Dr. Mark Miller at the Sweetwater Veterinary Clinic in southern California addresses questions about the favorite foods we love to eat and if they are safe and healthy to give to our pets. As Dr. Miller responds to individual food questions, the viewers learn that many human foods like bananas, honey, strawberries, cheese, carrots and olive oil is fine to feed your pet. He tells the audience to make sure the amount you feed your pet matches their size to avoid stomach distress, becoming overweight and does not increase begging. He states chemicals in grapes and raisins can be toxic so avoid sharing them with your pets. He also advises feeding your dog cooked bones so that they are soft and can be easier to digest. During the show, pet owners learn that chocolate is more harmful for small dogs than large due to the chemicals and fat. Viewers learn Pepto Bismol and aspirin in small amounts or for a short time are fine to use as a treatment for your pet. Pets.tv food facts between each segment provide young viewers with additional informational facts about human food that provides health and nutrition benefits for our pets.

## Observation and Conclusion

Episode #401A, young viewers learn what foods we love are safe to feed pets and what foods must be avoided so not make the pets sick or overweight. They also learn certain products used to treat humans may not be appropriate for animals. This episode of Pets.tv delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up.

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Pets.tv

Episode #402A

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## **For the Love of ... Animals**

Participants: **Debbie Carpenter – Western Spirit Ranch**

**Alan Mootnik – Gibbon Conservation Center**

**Aimee Gilbreath – Adopt & Shop**

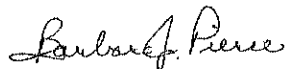
### General Synopsis for Episode #402A

In this Pets.tv episode, For the Love of ... Animals, the audience meets 3 passionate animal lovers who are lucky to work with animals they love. Debbie Carpenter is the owner of the nonprofit Western Spirit Ranch in Colorado, a refuge for 40 abused animals. Debbie states, "I get to love the animals that weren't loved." She builds a trusting relationship and rehabilitates the horses, mules and alpacas before finding good homes for the animals. Executive Director Alan Mootnik of the Gibbon Conservation Center in the Santa Clarita Valley shares that the center is home to the largest group of rare apes in the western hemisphere. It has 43 gibbons representing 5 of 17 species. Viewers learn informative facts about the acrobatic tree dwelling apes. The nonprofit center is open to the public to introduce and educate people about protecting and ensuring a safe future for gibbons. The audience meets Aimee Gilbreath of Adopt & Shop, a pet adoption center and pet boutique. The store was created by the nonprofit organization Found Animals to help adopt animals from shelters to avoid them being euthanized. South East Area Animal Control Authority (SEAACA) partners with Adopt & Shop by providing animals that have been spayed, neutered, vaccinated and micro chipped.

### Observation and Conclusion

Episode #402A young viewers are exposed to specific knowledge and background information about the animals in this show and the professionals who work with them. This will inspire and encourage them to follow their passion. This episode of Pets.tv delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

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Pets.tv

Episode #403A

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## Amazing Aquariums

Featuring: Cabrillo Marine Aquarium

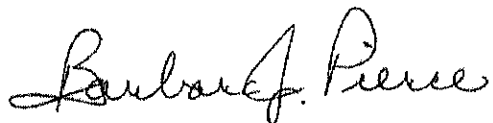
### General Synopsis for Episode #403A

In this episode Pets.tv, Amazing Aquariums, viewers visit the Cabrillo Marine Aquarium in San Pedro, CA. The aquarium is located next to the ocean and the Cabrillo Coastal Park where visitors can go on whale watching cruises during the annual migration from January through April. The museum's touch pools provide opportunities for visitors to touch sea stars, sea urchins and sea anemones and learn that sea stars (star fish) are not fish but that have several tooth feet to move them along and to catch their prey. At the plankton tank viewers observe jelly fish which can reach lengths of up to 100 feet. The viewers learn that jelly fish are more dangerous to people than sharks. The aquarium's aquatic nursery is a research lab where they breed and raise baby animals to fill the aquarium's tanks and share with other institutions. Mike Schaadt shares that the aquarium's mission is to teach people how to protect oceans and the environment and get them excited so they will keep the ocean healthy.

### Observation and Conclusion

Episode #403A, young viewers will be excited about visiting a marine aquarium and gain interesting and informative knowledge about the ocean from the fish facts between each segment. This episode of Pets.tv delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up.

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**Pets.tv**

Episode #404A

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## **Healing Hearts at the Gentle Barn**

Participant: Ellie R. Laks – founder of the Gentle Barn

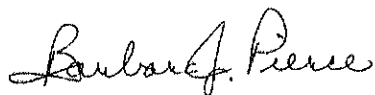
### General Synopsis for Episode #404A

In this Pets.tv episode, viewers take a field trip to the Gentle Barn in the Santa Clarita Valley. Visiting the Gentle Barn, students learn that it is a rescue and rehabilitation farm for abused animals. Founder, Ellie Laks states that the animals become role models for at-risk and special needs students who make visits to the farm. The students are able to pet, feed and learn about each animal's story of abuse or neglect. These interactions provide opportunities for the students to practice gentleness and develop trust and respect. The students learn lessons of courage and survival and understand that things can get better. Ellie encourages the students who visit to follow their dreams and has them make a wish at the wishing well before they leave. She shares that the animals and the students have something in common with each other and that is hope.

### Observation and Conclusion

Episode #404A exposes young viewers to a facility that provides a safe environment for abused animals and how these animals can give comfort and friendship to humans. This episode of Pets.tv delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

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Pets.tv

Episode #405A

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Featured pet: **Amazing Mini-Horses**

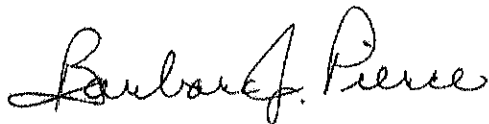
## General Synopsis for Episode #405A

In this episode of Pets.tv, Amazing Mini-Horses, young viewers learn about miniature horses or 'minis' from Maria Arias at the Quick Silver Ranch in Solvang, CA. She states that there is only one breed of miniature horses and they have various color and coats. They are just like regular horses but they only grow to a height of 34 inches. The female minis are more expensive than males because they can have foals. They live to be 25 – 30 years old. The minis are social and friendly animals making them a great pet. Minis are usually not ridden like a regular horse; most are trained to pull carts. Viewers meet Pearl, a miniature horse, and her owner Victoria and learn that minis can be trained to do pet therapy. The audience learns that in the 1600's King Louie the XIV had miniature horses and they became a status symbol. Still true today, many celebrities have miniature horses like former California governor Arnold Schwarzenegger.

## Observation and Conclusion

Episode #405A exposes young viewers to facts and interesting background information about the rare breed of miniature horses. This episode of Pets.tv delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

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Episode #406A

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## **Super Sanctuaries**

Featuring: D.E.L.T.A Rescue

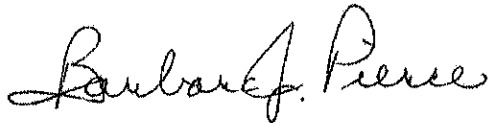
### General Synopsis for Episode #406A

In this episode of Pets.tv, dog, cat and horse lovers meet Leo Grillo the founder of D.E.L.T.A. Rescue the largest animal shelter for of its kind in the world. In 1979, Leo gave up an acting career to dedicate his life to helping abandon and abused pets. The rescue has a full-equipped hospital, which is funded by donations and run by veterinarian Dr. Gaylord Brown, also know as the Pet Vet in other Pets.tv episodes. In 1988, the Horse Rescue of America was started to give a home to abandoned horses. Leo knows each horse's personality and the special story of how they came to live at the rescue. Over 200 feral cats have their own home at D.E.L.T.A. Rescue, which was once owned by Winnie the Pooh artist Richard Moore. The viewers learn that the feral cats are kept in colonies and the kittens that have been petted are friendlier than the adult cats.

### Observation and Conclusion

Between each segment in episode #406A, summer care tips are shared to keep your pets healthy and safe. This episode of Pets.tv delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

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Episode #407A

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Featuring: **The Cat Fancier Association Annual Cat Show**  
**Cat Hotel**

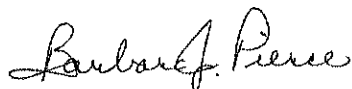
## General Synopsis for Episode #407A

In this episode of Pets.tv, young viewers visit the annual Cat Show in Santa Monica, CA sponsored by The Cat Fancier Association. Over 43 breeds of cats are represented at the event. The audience learns about the many different 'cat'egories and characteristics of certain cats. Cats compete in their specific division for titles with one division representing the Household Pet category for rescued cats. Cat artist Jamie Perry shares what inspires her to create her works of cat art. The show provides an opportunity for cat adoptions through Cats In Need, which have 20 chapters in southern California. Viewers tour the luxury award winning Cat Hotel in Burbank, CA. They learn about the many accommodations from the various size cat condos to the 'enchanted forest' recreation area where cats can climb trees to the pampering options available for your loving feline pet.

## Observation and Conclusion

Episode #407A exposes young viewers to educational facts and interesting background information about many breeds of house cats and an available service when you need to board your family cat. This episode of Pets.tv delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

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Episode #408A

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## **Canine Countdown: Top Dogs of 2010**

Featuring: Patrick Mahoney VMD

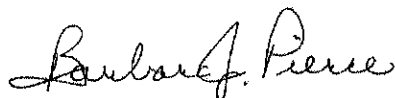
### General Synopsis for Episode #408A

This special canine edition of Pets.tv with American Kennel Club (AKC), showcase 7 of the 10 most popular dogs in 2010. Veterinarian Dr. Patrick Mahoney as well experts of each breed provide history, informative facts and health and care considerations about each dog. Viewers see the dogs in action as they learn about personality traits and the ideal home environment. At #10, the audience learns that the Shih Tzu means 'lion dog' in Chinese and is called the chrysanthemum faced dog because they look like a flower. At #8 is the Dachshund aka 'wiener dog' and is known for having a stubborn personality and needs lots of adult supervision. The Beagle at #4 is a high-energy dog. It came from Great Briton as working and hunting dog and has a highly sensitive nose for tracking. To learn more information, the viewers are encouraged to follow Pets.tv on [twitter.com/PetsTV](https://twitter.com/PetsTV). The next episode of Pets.tv reveals the top 3 dogs.

### Observation and Conclusion

Episode #408A is an engaging show that will interest young viewers as they learn how to enjoy, care for and respect each of the top dogs and how to select the best breed of dog for them. This episode of Pets.tv delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

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Pets.tv

Episode #409A

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## **Canine Countdown: Top Dogs of 2010**

Featuring: Patrick Mahoney VMD

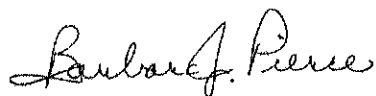
### General Synopsis for Episode #409A

This special canine edition of Pets.tv with American Kennel Club (AKC) is part 2 of Canine Countdown: Top Dogs of 2010. It reveals the top 3 most popular dogs. The show begins by asking the viewers to make a guess what dog 'pawed' its way to #1. A recap of the top dogs #4 - #10 remind the viewers what they learned from the previous episode. Veterinarian Dr. Patrick Mahoney as well experts of each breed continue to provide history, informative facts and health and care considerations about each dog. Viewers see the dogs in action as they learn about personality traits and the ideal home environment. The Yorkshire Terrier called the Yorkie came in as #3. It is a popular tiny dog that can have a long life span and can live anywhere due to its size. The German Shepherd is the second most popular dog. These smart dogs are known mostly as police, bomb sniffing or rescue dogs and are protective and loyal. The #1 dog is known for being an all around great companion dog whose history dates back to Newfoundland Canada. To learn more information, the viewers are encouraged to follow Pets.tv on twitter.com/PetsTV. The show ends with encouraging viewers to visit their local shelter.

### Observation and Conclusion

Episode #409A is an engaging show that will interest young viewers as they learn how to enjoy, care for and respect each of the top dogs and how to select the best breed of dog for them. This episode of Pets.tv delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

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Episode #402B

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Participants: Janna Duncan – Drummond Ranch

Landa Coldiron – Pet Detective

Dave Reaver – Alderhorst International, Inc.

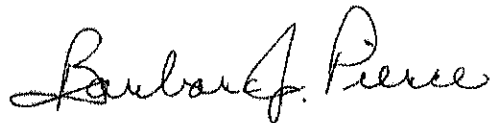
## General Synopsis for Episode #402B

In this episode of Pets.TV viewers are introduced to three types of *Working Dogs*. Janna Duncan of Drummond Ranch trains dogs to be sheepherders by the sound of a whistle or word commands. Viewers learn that not all dogs can learn to herd; the best breeds are Border Collies, Australian and German Shepherds and Corgis. Pet Detective, Landa Coldiron shares how search and rescue dogs can find lost pets using scent techniques. She states that bloodhounds are the best dogs to use since they can smell 300 million times greater than humans. Alderhorst International is the largest police dog obedience training school in the world. The training course refines the dog's skills and trains the officer and the dog to work together. Training a K-9 police dog can take between 6–11 weeks. German Shepherds and Belgium Malinois are the best K-9 breeds. Bomb detecting dogs are trained on 12 different odors and indicate by pointing with their nose where the odor is located. Young viewers learn that these working dogs know when it is time to work and when it is time to play.

## Observation and Conclusion

Episode #402B exposes young viewers to the training and unique and important jobs dogs can do. This episode of Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

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**Pets.tv**

Episode #403B

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## **Who's Saving the Animals**

Participants: Jeff Pantukhoff - **Ocean Advocate**

Tippi Hedren - **Animal Rights Activist**

Grace Belcoure - **California Equine Retirement Foundation**

Kristen Sedlick - **Pacific Marine Mammal Center**

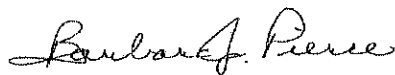
## General Synopsis for Episode #403B

In this episode of **Pets.tv**, viewers are exposed to four 'wildlife warriors' whose main purpose is to save animals. **Ocean Advocate**, Jeff Pantukhoff founder of the Whaleman Foundation is living his dream of saving whales and dolphins. Using the skills of his first career telecommunications, he has made documentaries to save these marine animals. **Animal Rights Activist** Tippi Hedren has made it her career to fight for the rights of exotic cats while protecting and giving them sanctuary at the Shambala Preserve. The preserve takes in wild cats that have been abandon, abused, illegally purchased or smuggled into the United States. **California Equine Retirement Foundation** is the passion of Grace Belcoure. CERF was founded to save former racehorses from slaughter after their retirement. For 20 years, the foundation has rehabilitated over 300 horses. **Pacific Marine Mammal Center** is a non-profit organization in Laguna Beach, CA for pinnipeds. The center rescues and rehabilitates captured sea lions and seals. Kristen Sedlick, animal care supervisor explains to the viewers the care, feeding and rehabilitation process to get these animals back into the ocean.

## Observation and Conclusion

Episode #403B young viewers meet passionate animal activists who share their story and journey of saving and protecting animals. This episode of **Pets.tv** delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

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Episode #405B

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Featured Event: **The Ultimate Horse Show**

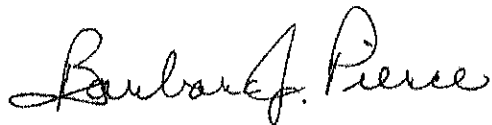
## General Synopsis for Episode #405B

In this episode of Pets.tv, The Ultimate Horse Show, young viewers learn about the annual Equine Affair in Pomona, CA. This educational exhibition is a venue for all aspects of the horse industry. Horse owners and lovers can attend demonstrations and seminars from professionals who are involved with horses as well as enjoy, entertaining horseshows and purchase equine products and equipment. Coagi Long, Program Director for the Equine Affair emphasizes that owning a horse as a pet is a 25-year serious commitment that costs close to \$10,000 a year. She suggests doing research to learn what kind of horse would be the best fit for its owner. Viewers meet two horse-loving professionals. Expert Horse Trainer Rick Wycis teaches horsemanship by building a confident relationship between the horse owner and the horse. Veterinarian Mark Williams treats 6 – 15 horses a day. He needs to understand the horse breed when treating his 1000-pound patient.

## Observation and Conclusion

Episode #405B exposes young viewers to facts and interesting background information about the horse industry and the events that showcase these great pets. This episode of Pets.tv delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

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Episode #406B

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Participant: Dr. Mark Miller – Veterinarian at Sweetwater Veterinary Clinic

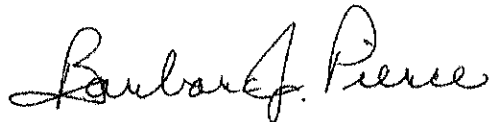
## General Synopsis for Episode #406B

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**Pets.tv**

**Episode #407B**

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## **For the Love of ... Animals**

**Participants: Debbie Carpenter – Western Spirit Ranch**

**Alan Mootnik – Gibbon Conservation Center**

**Aimee Gilbreath – Adopt & Shop**

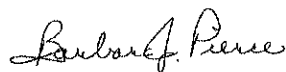
### **General Synopsis for Episode #407B**

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### **Observation and Conclusion**

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**Pets.tv**

Episode #408B

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### **Healing Hearts at the Gentle Barn**

Participant: Ellie R. Laks – founder of the Gentle Barn

#### General Synopsis for Episode #408B

In this Pets.tv episode, viewers take a field trip to the Gentle Barn in the Santa Clarita Valley. Visiting the Gentle Barn, students learn that it is a rescue and rehabilitation farm for abused animals. Founder, Ellie Laks states that the animals become role models for at-risk and special needs students who make visits to the farm. The students are able to pet, feed and learn about each animal's story of abuse or neglect. These interactions provide opportunities for the students to practice gentleness and develop trust and respect. The students learn lessons of courage and survival and understand that things can get better. Ellie encourages the students who visit to follow their dreams and has them make a wish at the wishing well before they leave. She shares that the animals and the students have something in common with each other and that is hope.

#### Observation and Conclusion

Episode #408B exposes young viewers to a facility that provides a safe environment for abused animals and how these animals can give comfort and friendship to humans. This episode of Pets.tv delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

Sincerely,

A handwritten signature in cursive script that reads "Barbara J. Pierce".

Barbara J. Pierce, MA Ed.

Educational Consultant